

OGDEN AUTOMOBILE DEALERS

Ford

THE UNIVERSAL CAR

ANNOUNCEMENT

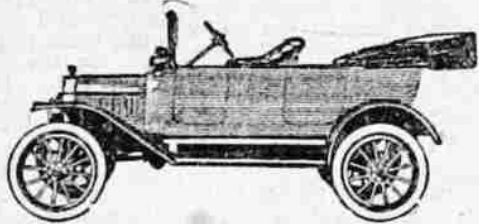
One million of satisfied Ford owners testify to the merits of the Universal Car.

We have a new shipment of Fords at the Binford Motor Co., successors to the James Auto Co. Touring Cars and Runabouts.

Also we received today a full line of Ford parts and will be able to furnish Ford owners with same at any time of day or night, for we are never closed.

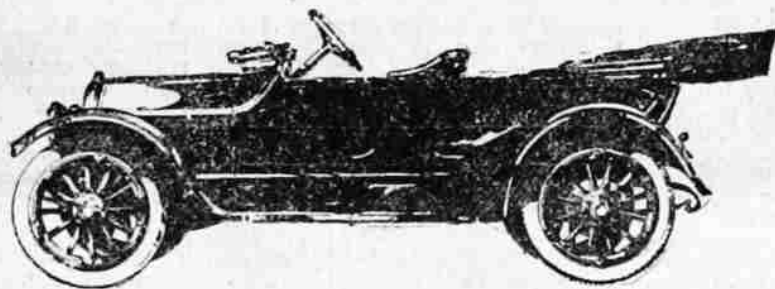
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Overland 83 \$750
J. o. b. Toledo

In appearance, Overland 83 surpasses cars much higher in price. Its streamline body design is set off by a rich Brewster green finish, and black enameled radiator and fenders.



Five-Passenger Touring \$750 Touring Roadster \$725
Prices f.o.b. Toledo

Overland 83 Advantages

POWER—35 Horsepower Motor
COMFORT—Deep Upholstery; Long, Under-lying Rear Springs and Large Tires

BEAUTY—Streamline Body Design
CONVENIENCE—Electric Control Buttons on Steering Column
MAGNETO IGNITION—Certain and Uniform

PRICE—No other car with these advantages and specifications can be had elsewhere at even considerably higher price

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BROWNING AUTO & SUPPLY CO.
2450 Grant Ave., Ogden, Utah.

THE WILLYS-OVERLAND COMPANY EXPANDS IN CANADA

A new Canadian company, known as the Willys-Overland Limited, has just been organized in Canada. It will have a capital of six million dollars with head offices in Toronto.

Mr. John N. Willys, head of The Willys-Overland Company of Toledo, will be president of the Willys-Overland Limited. T. A. Russell, at present vice president of the Russell Motor Car company of Canada, will be vice president.

Five of the directors of The Willys-Overland company of Toledo will be directors of the new company. These five are J. N. Willys, H. T. Dunn, Walter Stewart, Harry Shepler, C. A. Earl of Toledo, T. A. Russell and Lloyd Harris of Toronto, and two of the other Canadian stockholders will also be on the Board.

This new company will take over the complete automobile business of the Russell Motor Car company and all of the business in Canada of The Willys-Overland company.

Although the Canadian company will be independent of the parent company and will be run and conducted entirely independent as a Canadian corporation it will have the advantage of the advice and engineering skill of The Willys-Overland company organization.

The plan is to undertake in Canada the actual manufacture of both Overland and Willys-Knight automobiles. For this purpose, the plant of the Russell Motor Car company of Toronto has already been acquired, and this will quickly be enlarged to permit quantity production.

Adequate arrangements will be made for distribution throughout the Dominion, and particular attention will be given to the provision of service facilities for Overland and Willys-Knight owners. The plans in this direction call for facilities which will surpass anything previously undertaken in Canada. In fact, the organization will, in its facilities and equipments, probably equal anything in the states.

The policy to go into manufacture and assembly in Canada will give employment to a large number of people.

KEEPING TIRES IN GOOD CONDITION

It is easy to understand how automobiles are kept up to date but as for tires few stop to consider that their "style" constantly changes, too. The important difference, however, is that "style" in tires means service, more service and still more service. And the place where service is put into tires is not primarily in the factory but, strange as it may seem, on the road. That is the court of last resort for the tire maker, and every automobile owner who returns a worn casing to the factory has thereby become a judge of the value of present methods of tire manufacture. And the place where these judgments are collected from far and wide is the adjusting department of the Diamond factory.

"Go into the office of the head of the adjusting department and you will find tires in all conditions of wear and abuse. These are the pick of the lot, the choicest specimens of ruin, for they have to be adjusted. Improvements in the manufacturing department may be able to forestall the injuries with which these tires have met.

"So the factory manager is invited to a conference and together they go over the evidence that each selected tire presents. Slight changes in structure sometimes result with the object of making Diamond tires even more wear-proof and fool-proof than they have been before. Actual road wear on the tires in this way comes right back to the factory, and goes out again in the form of an improved product.

"Thus the original Garden Hose tire became the Clincher with an inner tube, and the smooth tread gave way to the heavily built-up anti-skid Squeegee that makes possible the luxurious modern car. Other improvements have shown themselves in thinner walls, tougher fabric, and rubber, tougher by many times what was thought possible in the earlier days of the industry. But most important of all to the consumer, the price of tires has been cut in fractions. A tire that used to cost \$60 now costs \$20 and the remarkable thing about this is that the \$20 tire gives more mileage than the old \$60 tire.

"Whether or not future developments in tire building will be as extensive as in the past remains to be seen, but whatever improvements there are will be made through the judgment of the consumer as presented at that frequent, quiet conference between the factory manager and the head of the adjusting department."

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SINGERS RECEIVED ENTHUSIASTICALLY BY AUDIENCE

The Cavalier opera singers, a Red-path Lyceum bureau attraction, were presented last night at the tabernacle as the second number of the 1915-16 Weber academy lecture course and gave to Ogden music lovers the first big musical treat of the present season. Nearly five hundred patrons of the lecture course listened to the lengthy program given and encored every member of the company at auspicious moments.

The singers are six in number. Myrtle Bloomquist, contralto; Madame Ringsdorf and Helen Baetholdt, sopranos; Max Bing, baritone; and Signor Benigno and Dan Baker, tenors, and they are assisted by Miss Edith Braman, pianist and accompanist. All are cultured musicians, the singers being equally at home with songs in English or the foreign languages and the pianist possessing a well rounded command of her art. For the amount of work done, Miss Braman is entitled to first credit for she never left the piano during the entire course of the program and whether playing accompaniments for soloists or ensembles made them a secondary part of the numbers, with a display of skill and understanding of interpretative moods that was thoroughly appreciated by the singers and the audience. Miss Braman's solo number was "Polka De La Reine" (Raff) and at its conclusion, she was given an ovation of applause that the audience seemed to have been waiting all evening for an opportunity to accord to her. It is not often that a single accompanist is called upon to perform a task as big as that put up to Miss Braman last night and she is entitled to much praise for performing it so well.

The singing of Miss Bloomquist revealed a contralto voice of considerable power and range and a rich velvety quality which, with Mr. Bing's baritone, made a fine balance of harmony in the ensemble numbers and in solo work delighted everyone. Her solo number was "My Laddie" (Thayer) and as an encore, she sang "A Mammy Song," a southern lullaby. Both were sung with a fine knowledge of interpretation and the charm of a gifted concert artist.

Madame Ringsdorf and Helen Baetholdt, the sopranos, possess voices of dramatic timbre, with the valued addition of a wide range with little change of quality. Madame Ringsdorf's rendition of the aria "One Fine Day" from "Madame Butterfly," in English, was one of the best and most appreciated of the evening. Her encore was "Annie Laurie." Miss Baetholdt was not programmed for a solo, but was heard to excellent advantage in the soprano role, in the "Miserere" scene from the opera "Li Trovatore," a number which was received with the most enthusiastic applause of the evening.

Signor Benigno is a robust tenor, whose equal is not often heard in this part of the country. His voice is well set, its range and power being equal to some of the biggest of opera numbers and its robust quality extending from the lowest to the highest note. He was heard and appreciated to best advantage in the tenor aria from "Rigoletto," a portion of the song "For All Eternity"—sung as an encore, and in the tenor role of the "Miserere Scene" from "Li Trovatore." Dan Baker, manager of the company, is an American lyric tenor of much promise. Evidence of this was best given last night in his rendition of the aria "La Donna e Mobile" (Rigoletto) for which he received an ovation of applause. His response was "A Little Pink Rose" and in this he showed the fine contrast of interpretative ability that makes for success in concert work.

Last, but by no means least, the singing of Max Bing was well received. The well-known German baritone is the balance wheel of the sextette, the influence of his musicianship being noticed in all of the quartette and sextette numbers. His individual contribution to the program was "The Toreador Song" from "Carmen," which he interpreted with much dramatic fire.

The program, in addition to the songs, included the following numbers: Sextettes, "The Pilgrims' Chorus" (Taunhauser), "Anvil Chorus" (Li Trovatore) and the "Blue Danube Waltz" (Strauss), duet, "Home to Our Mountains" (Li Trovatore), Miss Bloomquist and Mr. Baker; duet and ensemble "Miserere Scene" (Li Trovatore), Miss Baetholdt, Signor Benigno & Co.; quartettes, Barcarolle, "O Lovely Light" (Love Tales of Hoffman), and encore, "La Paloma," Madame Ringsdorf, Miss Bloomquist, Mr. Baker and Mr. Bing; "Quartette from Rigoletto," Miss Baetholdt, Miss Bloomquist, Mr. Bing and Signor Benigno; trio, "Somewhere a Voice is Calling" and encore, Madame Ringsdorf, Miss Baetholdt and Miss Bloomquist.

A special feature of the program was the dancing of the minuet, in costume, by the company, exclusive of Mr. Bing.

SERVICES IN THE TABERNACLE SUNDAY

At the Ogden Tabernacle services, Sunday afternoon, at 2 o'clock, E. J. Mine of Salt Lake City will speak on "The Causes of Delinquency." The following musical program will also be rendered:

Organ Prelude.....Sam F. Whitaker
Bass solo "Be Thou With Me".....Hiller
Walter Stevens.

Organ solo, Selected.....

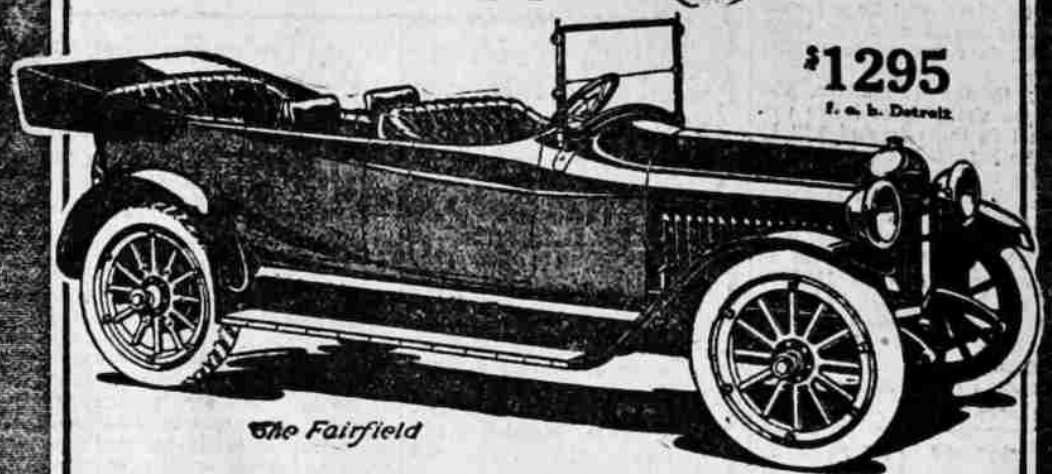
Duet and chorus, "He Shall Feed His Flock".....Dudley Buck
Myrtle Higley and Mildred Ware and Choir.

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If you want a five-passenger car, you must see the Paige Hollywood "Six-36"—\$1095.

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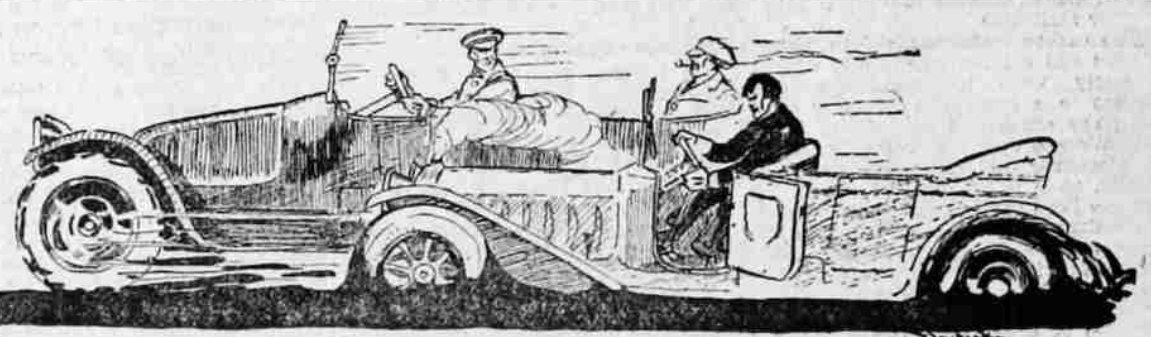
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The tire that you and every other motorist undoubtedly want most is not the result of hit or miss efforts.

Some great factory has gone to the limit in giving you the best that human ingenuity can produce, and stakes its reputation on the result.

That's how Diamond Tires are built and the great factory behind them is the largest rubber factory in the world.

The horse-shoe was all right to nail over the barn-door, but for the garage four Diamond Tires on the wheels of your car constitute the best omen of good luck we know anything about.

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30 x 3	\$ 9.45	34 x 4	\$20.35
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32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

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